

ST. ANTHONY'S
PADUA DINING ROOM
3500 Middlefield Road
Menlo Park, CA 94025

March 20, 2006

Ms. Stephanie John, Producer
Channel 5 News
855 Battery St.
San Francisco, CA 94111-1597

Dear Stephanie,

I am writing to express my appreciation for all you've done for St. Anthony's Padua Dining Room. The publicity we've received through the Jefferson Award and your follow-up program on February 15 is invaluable. These TV programs do far more than we can do through our bi-annual newsletter to make the public aware of our work of feeding and clothing the needy.

On behalf of our staff, our volunteers and all those we serve, I wish to thank you and the staff at KPIX Channel 5.

Gratefully,



Max Torres
Operations Manager

KREX-7 -

KCBS-TV

every day to get better news.

Be better informed.

Dear Rosemary - thank you for your and CBS support for CARE and our 1 km Powerline PSA campaign. And a very special thank you for connecting me with your colleagues at CBS outdoor - your referral has led to CARE billboards in SF and LA (and hopefully other cities soon, too)! I'm so grateful for your help.

all the best for 2008!

Sarah Moser

Roach, Rosemary

From: Mary Lou Zoback [zoback@usgs.gov]
Sent: Thursday, April 27, 2006 2:49 PM
To: Mary Lou Zoback
Subject: Warm thanks to our sponsors whose contributions made the Alliance possible

Dear Alliance Members,

The 1906 Earthquake Centennial Alliance formed four years ago as a grass roots effort to help foster and coordinate events and activities to commemorate the anniversary of the earthquake and fire. Our goals were threefold:

- expose the ways in which this major natural disaster affected the personal lives, culture, economy and development of Northern California.
- celebrate a century of progress in understanding earthquakes and their effect
- help the public better prepare for and live more safely with earthquake risk

Today the Alliance boasts more than 700 individuals representing more than 285 different organizations. Our calendar lists more than 220 events and activities, ranging from live performances, guided walks, museum exhibits, scientific conferences, dedications, and films.

I feel we have achieved all our goals—thanks to the planning and hard work of each of you, an amazing website, the generous support of our sponsors, and extensive media coverage.

I would like to take this opportunity to thank a few key organizations and sponsors that have been critical to the Alliance's success.

SUPPORTING ORGANIZATIONS AND SPONSORS

Four organizations--California Earthquake Authority, American Red Cross, DHS/FEMA, and the USGS--have provided the core financial support for the Alliance. This effort would never have happened without their assistance and leadership. We are also indebted to our media sponsors, KPIX CBS-5, KCBS radio, and the San Francisco Chronicle. In addition, several corporate sponsors--Pacific Gas & Electric Company, Swiss Reinsurance, Risk Management Solutions, and Trevco QuakeHold!--have all provided generous support (\$25,000 or more) for a number of Alliance activities. The contributions of both the supporting organizations and our sponsors are acknowledged below.

Please join me in sending them warm thanks and sincere gratitude for their generosity.

Supporting Organizations:

California Earthquake Authority--the Mitigation Program of the CEA, California's public-private earthquake insurance agency, under the leadership of Nancy Kincaid has contributed to a number of Alliance activities, including:

- 1) the primary funder for two printings of the earthquake information preparedness guidebook, Putting Down Roots in Earthquake Country--nearly 1.4 million copies of which have been distributed in almost every Bay Area newspaper and another 300,000 copies have been given out by a variety of organizations)

4/27/2006

- 2) funded the production and printing of the Alliance Calendar of Events (nearly 1 million copies distributed)
- 3) major support for the production of the outstanding USGS/CBS-5 documentary, "ShockWaves" that aired on CBS-5 on April 12, and will be reproduced on DVD for classroom use
- 4) contributed to the Oakland Museum's fantastic exhibit "Aftershock"

American Red Cross, Bay Area Chapter—Under CEO Harold Brook's leadership and personal involvement, the Bay Area ARC has been extremely active in getting the earthquake preparedness message out to the public. In addition, they have provided a "home" for the Alliance at their SF headquarters and, most importantly, ARC CFO Neil Homer has provided an invaluable service as the Alliance fiscal agent, speedily disbursing sponsor contributions to Alliance projects and keeping our books. Neil always responds rapidly and cheerfully to all our requests and we all owe him special thanks.

DHS/FEMA—Under the guidance of Jeff Lusk, earthquake specialist, FEMA's Region IX Office in Oakland has provided support for a number of individual Alliance projects as well as significant funding for both printings of Putting Down Roots and for the TV documentary "ShockWaves". FEMA was also able to provide partial sponsorship of the Oakland Museum of California's exhibit Aftershock!, and was a major sponsor of the combined "Managing Risk in Earthquake Country" professional conference that took place the week of the Centennial. Jeff has stayed involved in Alliance activities despite spending major portions of the last two hurricane seasons in the Southeast, helping out, on the ground with FEMA relief efforts.

U. S. Geological Survey—The USGS has been extremely supportive of the Alliance goals and allowed a number of employees to work (largely in evenings and weekends) on Alliance projects. The USGS' Earthquake Hazard Program has helped support the Alliance web page and the creation and distribution of Putting Down Roots, and the Western Publications Group did an outstanding job on producing Roots.

Media Sponsors:

KPIX CBS-5 and KCBS radio—Rosemary Roach, Director of Public Affairs for KPIX CBS-5, brought her TV and radio stations in to support the Alliance nearly three years ago. Their support through a focused, year-long program of news and public interest stories, as well as Public Service Announcements (PSAs) helped create the high level of interest in the Centennial throughout the region and promoted the rich array of events and activities commemorating the 1906 earthquake and fire.

San Francisco Chronicle—Patty Hoyt, Director of Marketing for the Chronicle, similarly lead her paper in a sustained coverage and promotion of the Centennial and Alliance activities. In particular, their extensive coverage in the 10 days leading up to the Centennial covering of all aspects of the earthquake and fire and their impact on the Bay Area was outstanding.

Corporate Sponsors:

Pacific Gas and Electric Company—PG&E has provided the funding for translations and distribution of foreign versions of "Putting Down Roots in Earthquake Country". Work on these foreign translations is currently underway. By this fall we plan to distribute Chinese, Vietnamese, Cambodian, and Spanish versions of the documents largely through ethnic media and in cooperation with Red Cross programs.

Swiss Reinsurance—A major reinsurer headquartered in Zurich, Switzerland, Swiss Re played a key role in San Francisco's recovery after the 1906 earthquake. Present-day Swiss Re has generously contributed funds in support of the large earthquake conference held in San Francisco during the

Centennial week and are also one of the co-sponsors of the "Interpretative Viewing and Educational Exhibit on the Hayward Fault", scheduled to this Saturday, April 29, after a month delay due to heavy rains.

Risk Management Solutions (RMS)—A major risk analysis firm headquartered in Fremont, California, RMS provides evaluation of exposures for a variety of natural and manmade hazards. They generously helped support printing of Putting Down Roots and are the other co-sponsor of the "Interpretative Viewing and Educational Exhibit on the Hayward Fault" opening this weekend.

Trevco QuakeHold!—QuakeHold! specializes in a wide selection of home mitigation and personal preparation products. Headquartered in southern California, QuakeHold! was the first corporate sponsor of the Alliance. Their contributions provided seed funding for several Alliance projects. In addition, QuakeHold! contributed input and graphics for both the Bay Area and Southern California versions of Putting Down Roots and importantly, has distributed many tens of thousands of copies of Roots to home improvement stores in both the areas.

Cheers,

Mary Lou Zoback

Dr. Mary Lou Zoback

Chair, Steering Committee, 1906 Earthquake Centennial Alliance

Earthquake Hazards Team

U. S. Geological Survey phone: 650-329-4760

345 Middlefield Road, MS 977

Menlo Park, CA 94025 email: zoback@usgs.gov

Alliance web page: <http://06centennial.org>

4/27/2006



Blood Centers of the Pacific

a member of the Blood Systems Family

Irwin Center

270 Masonic Avenue
San Francisco, CA 94118
PH: 415/567-6400
FAX: 415/921-6184

February 02, 2006

Rosemary Roach
KPIX
855 Battery
San Francisco, CA 94111

Dear Rosemary:

Thank you for coordinating the Wednesday, January 25, 2006 blood drive. We were very pleased with the drive overall, and the willingness of the donors to share this life saving gift.

The efforts of KPIX have always been greatly appreciated and their support of the community blood program will go a long way toward replenishing blood supplies and ultimately saving lives.

In addition, we very much appreciate your efforts during this crucial time. You may be interested to know that 19 units were collected at your drive. Enclosed is a list of donors who participated.

Again, thank you for your contribution and ongoing support of this important community program. I look forward to working with you again on an upcoming blood drive.

Sincerely,

Candace Clark

BCP

Rosemary!
Wow... this was
the Best Drive of
the month! A million
thanks to you and
Roberta for making
this so successful!
- Candace



American Red Cross

Santa Clara Valley Chapter

2731 North First Street
San Jose, CA 95134
Phone: (408) 577-1000
Fax: (408) 577-2050
www.santacalaravalley.redcross.org

Disaster Relief

Disaster Services

Health and Safety Services

Armed Forces Emergency Services

Blood Services

International Services

Youth Services

The American Red Cross is a humanitarian organization, led by volunteers, that provides relief to victims of disasters and helps people prevent, prepare for and respond to emergencies.



KPIX Channel 5
855 Battery Street
San Francisco, CA 94111

Our Troops Thank You!

August 14, 2006

Dear KPIX Channel 5

On behalf of our deployed U.S. military service members whom we serve, thank you for your recent collection and donation of care and comfort items for our Troops. Your generous support of our military service members, through the Operation: Care and Comfort Military Care Package Program, is greatly appreciated.

The tremendous response from community members like you has enabled our community based program to ship over **175,000 pounds** of care packages to our troops since April 2003. These shipments have been distributed to Air Force, Army, Marine, Navy and Coast Guard personnel serving in Iraq, Afghanistan, Liberia, Kosovo, Djibouti, and the Gulf.

Financial integrity is very important to us. Every dime collected for the Operation: Care and Comfort program is used specifically to offset shipping costs and/or to pay for items used in our care packages. The program co founders and other volunteers donate their time and expenses, and we receive no money from the Red Cross general fund.

It is only through the kindness of supporters like you that our deployed military service members can receive a little touch of home and a reminder of how much we care. Operation: Care and Comfort Military Care Package Program is an all volunteer, grassroots program, and we are very proud of it. **We appreciate your continued support**, as we will continue to ship care packages to our troops for as long as the need exists. Our program information is available on our web site, at www.operationcareandcomfort.org.

Once again, thank you for your support of our troops, and our program.

Warm regards,

Julie DeMaria
Co Founder
Operation: Care and Comfort
408-373-8635



Please note that you gave your gift in exchange for goodwill alone; you received no goods or services for your donation. This letter can serve as a record for tax purposes.

February 8, 2006

Santa Clara County
750 Curtner Avenue
San Jose, CA 95125
408.266.8866 ph
408.266.9042 fax

San Mateo County
1051 Bing Street
San Carlos, CA 94070
650.610.0800 ph
650.610.0808 fax

www.2ndharvest.net
www.donatefood.org

An affiliate of America's
Second Harvest

Rosemary Roach
KPIX-TV
855 Battery Street
San Francisco, CA 94111-1597

Dear Ms. Roach:

Thank you KPIX-TV for your efforts in raising money and food for Second Harvest Food Bank of Santa Clara and San Mateo Counties during the 2005 Holiday Food Drive. Your generous support and dedication enable us to continue our mission of *providing food for people in need in our community!*

Your contributions help Second Harvest Food Bank, in collaboration with over 700 agencies and distribution sites throughout the Peninsula and Silicon Valley, to ensure that each individual in our community receives food assistance. On average, the Food Bank provides food for 156,000 people monthly, more than half of whom are families with young children. Second Harvest collects, purchases, and distributes more than 28 million pounds of food annually — which would not be possible without generous donors like you.

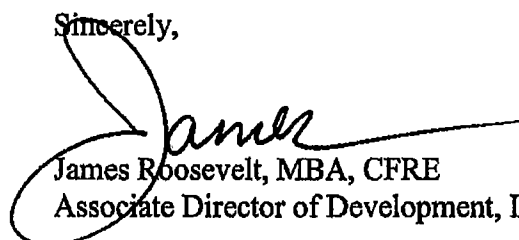
Your gift will enable the continuation of the following programs and services:

- ❖ **Food Assistance** provides bulk grocery products to more than 700 non-profit agencies and distribution sites who serve the community by redistributing the food through emergency boxes, prepared meals, and snacks.
- ❖ **Food Connection** is a toll-free information and referral hotline for those seeking assistance for food and other support programs.
- ❖ **Operation Brown Bag** ensures that nearly 14,400 low-income seniors receive a weekly bag of groceries.
- ❖ **Family Harvest** provides monthly groceries to 6,600 low-income families.

Second Harvest Food Bank leverages its resources and benefits from remarkable volunteers. **For every \$1 donated, Second Harvest Food Bank can provide two nutritious, well-balanced meals to the community.**

Thank you again for your generous donation. Please see the enclosed Statement of Contribution for a detailed description of your donation. If you have any questions regarding your receipt, please contact the Donor Hotline at (866) 234-3663.

Sincerely,



James Roosevelt, MBA, CFRE
Associate Director of Development, Institutional Giving

MENLO COLLEGE



16 PIX-TV

5/31/06

Rosemary Roach
CBS 5
855 Battery Street
San Francisco, CA 94111

Dear Rosemary,

Thanks so much for sharing your time with my Media Management class on a busy Friday.

My students were truly impressed - certainly by the facility - but also by how friendly and professional everyone was. They were also extraordinarily impressed with how candid you were when we sat down for the Q&A.

Thanks for introducing the class to the look, feel and smell of a major market television station. They unanimously declared the trip the highlight of their semester.

And I think you won some 18-24 news watchers.

Sincerely,

Greg Pabst
Adjunct Professor, Mass Communication

cc: Ron Longinotti, President and General Manager, CBS 5
Lowell Pratt, Academic Dean/Menlo College



Thank you
so much for
all your work!

June 30, 2006

Rosemary Roach
Director of Public Affairs and Special Projects
KPIX
855 Battery Street
San Francisco, CA 94111

Dear Rosemary,

On behalf of the board and staff, thank you for sponsoring YTEC's *A Tale of Two Cities* program on May 23rd. We were thrilled to see so many come out to support the youth that inspire us, and recognize the partners that make the program successful. KPIX's sponsorship of \$1,000 greatly assisted YTEC in making the event a wonderful success!

Over the years, YTEC has worked with our partners to establish a model program that provides the appropriate support and services to allow youth formerly and currently on probation to succeed academically and in life. Recently, San Francisco Unified School District has come forward with more educational resources for the high school than ever before, setting a precedent to support the youth that have often been the most alienated from school. Over the coming year, we anticipate over 100 youth will be served by this innovative high school and treatment program.

For YTEC's programs serving transitional age youth (17 to 24), we look forward to serving a greater number of young people as they work to realize their goals and dreams. Our programs provide a safe and supportive community which engages youth to build their leadership skills while finishing high school or pursuing college or vocational training programs.

The board and staff invite you to stay in touch with YTEC over the coming year and be part of our ever growing community serving young people at this critical stage in their lives. If you have any questions, please feel free to call me at (415) 753-4450 or send me an email message to robert@ytecsf.org. On behalf of all of us at YTEC, we appreciate your interest and support.

Best wishes,

A handwritten signature in black ink, appearing to be 'R. Hurst', written over a horizontal line.

Robert Hurst
Development Director



Children's Hospital Branches, Inc.

747 - 52nd Street ♦ The Foundation, Room 206 ♦ Oakland, CA 94609 ♦ (510) 428-3355 ♦ Fax (510) 597-7153 ♦ Tax ID 94-2227650

July 10, 2006

Rosemary Roach
KPIX - 5
855 Battery St.
San Francisco, CA 94111

Dear Ms. Roach,

The 2006 Rubber Ducky Derby exceeded our expectations – thank you for assisting us with media support. The Derby proceeds will allow Children's Hospital Branches to contribute over \$100,000 to the Hospital.

The event couldn't have happened without the incredible support of our sponsors, donors, the Oakland Parks & Recreation Department and the Oakland Fire Dept. The day on the Lake was festive – we had a large crowd of people to cheer on the ducks. And most importantly, we were able to raise money and awareness of Children's Hospital Oakland.

We truly appreciate the continued support of KPIX. We will soon be making plans for 2007 - and look forward to continuing the relationship between KPIX and the Derby. Mike Sugerman was a wonderful host! This was our first year of having the ducks on Lake Merritt - and Mike did a great job of calling the race. Please pass along the enclosed photos to him.

Sincerely,

Belinda George & Cyndi Santaella
Co-chairs
15th^h Annual Rubber Ducky Derby



HOMELESS PRENATAL PROGRAM

2500 18th Street
San Francisco, CA 94110
(415) 546-6756
fax: (415) 546-6778
www.homelessprenatal.org

September 26, 2006

Stephanie John
News Producer
CBX 5 KPIX-TV
855 Battery Street
San Francisco, CA 94111

KPIX-TV

Dear Stephanie,

I am writing to thank you for all you have done for Homeless Prenatal Program. We are following up on the Habitot referral and will let you know if it works out. And please accept our sincere thanks for the tickets you provided to us for Champions on Ice. As I mentioned before, the client families were thrilled and had a memorable experience they never could have afforded and/or considered on their own. The trip to Santa Cruz is coming up and I know it will be a hit.

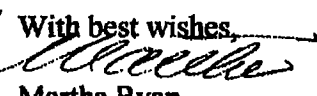
Stephanie, I'd like to share a story about some clients who recently came to us for help.

Caroline and Brian

When Caroline and Brian came to the HPP, they came in crisis. A young couple just starting their lives together, they were both enrolled at City College pursuing degrees when Caroline became pregnant for the first time. They could not turn to any family support because Brian's family was living below the poverty line and in substandard and overcrowded conditions and Caroline, having been raised in the foster care system, really had no family support. When the couple arrived at the HPP, Caroline was seven months pregnant and they had been sleeping on the floor at a friend's place. Their family case manager not only helped them secure their own place with HPP's deposit assistance but also connected them to other supportive services that a new family would need. They were able to move in right away and Caroline was finally able to rest on a bed for the first time during her pregnancy. Today, three months after they were housed, the family case manager reports that they are doing very well. Caroline gave birth to a healthy baby girl and both young parents have found a way to continue with their studies.

The happy ending to the story is what we wish for each time we begin to work with a family as it sets out on the road to full health and stability.

Your support means so much to us and to the families we serve.

With best wishes,

Martha Ryan
Founder & Executive Director

*You're the best, Stephanie
Thanks for always
Thanking me!*

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Bowl-Across-The-Bay



THANK YOU

KPIX-TV

cbs 5

**FOR HELPING TO MAKE MAGICAL
WISHES COME TRUE**



It was definitely a family affair, when over one dozen wish families joined almost 400 participants, volunteers and staff in the festive atmosphere of "disco bowling." Hearty competition among corporate teams, first time bowling experiences for many of the children, and Mardi Gras beads being worn by people of all ages who bowled a strike, all added to the day's fun.

OVER \$75,000 RAISED !





HANDSONBAYAREA
the power of community in action

December 22, 2006

Rosemary Roach
CBS5 and CW Bay Area
855 Battery St.
San Francisco, CA 94111-1503

KPIX-TV
KBCW-TV

Dear Rosemary,

Thank you for your recent contribution to Hands On Bay Area Day! Your donation will help to make it possible for us to provide 120 service projects every month without cost to the 300 community agencies we serve.

Already in 2006, Hands On Bay Area and our committed network of volunteers have tackled over 2,400 projects. Together, we have tutored children with HIV/AIDS in San Francisco, painted the meeting rooms at Redwood City Service League, prepared and served meals for the homeless in San Jose, cleaned up Lake Merritt's shore and much more.

Again, thank you, and if you have any questions about your donation or about our work, please contact me. I can be reached at 415-541-9616 ext 108 or sabrina@handsonbayarea.org. I look forward to hearing from you.

Sincerely,

Sabrina Qutb
Development Director

Please keep this receipt with your tax records. In compliance with IRS regulations, this letter verifies that you received no goods or services in return for your in kind donation valued at \$100,000 received on 10/14/2006. Hands On Bay Area is a 501(c)3 not-for-profit organization, Tax ID # 77-0195144.



330 Townsend St., STE 16
San Francisco, CA 94107

514 Valley Way
Milpitas, CA 95035

(415) 541-9616

(408) 956-1448



www.handsonbayarea.org



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OF SILICON VALLEY**

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Executive Director

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December 14, 2006

Rosemary Roach
KPIX/CBS 5
855 Battery Street
San Francisco, CA 94111

Dear Ms. Roach,

On behalf of the Hispanic Foundation of Silicon Valley, I want to thank you for making this year's Hispanic Charity Ball another big success.

It is remarkable that this event, after 17 years, continues to generate such support and community excitement. Your sponsorship makes it possible for us to bring together our diverse community in celebration of giving and volunteering. And it makes it possible for the Hispanic Foundation of Silicon Valley to be able to provide grants to deserving community-based organizations, this year in the area of prevention of childhood obesity.

We hope that you and your guests had a memorable evening and that your company's investment was well-recognized. Please take a moment to review the attached feedback questionnaire and provide to us with your thoughts about what worked and what needs improvement related to the Hispanic Charity Ball and our partnership with your organization.

Your support keeps the Hispanic Foundation of Silicon Valley strong, and we hope to see you back at the Fairmont Hotel next year for the 18th annual celebration on Saturday, October 13, 2007.

Sincerely yours,

Teresa Alvarado
Executive Director

George Duran
Co-Chair, 2006 Hispanic Charity Ball

KPIX-TV

KBCW-TV

LEAP

Imagination In Learning
221 Main Street, Suite 525
San Francisco, CA 94105

Phone: 415.512.1899
Fax: 415.512.1551
Email: Admin@leap4kids.org
www.leap4kids.org/

November 1, 2006

Rosemary Roach
KPIX
855 Battery Street
San Francisco, CA 94111-1597

Dear Rosemary Roach:

Thank you so much for being a Media Sponsor for the 23rd Annual leap SandCastle Classic.

With your help, we raised over \$137,000.00 to support leap in providing service to the children of San Francisco. At a time when state and federal cutbacks mean fewer funds for music and art programs in the schools, these dollars are crucial. Your commitment and generosity have a direct impact on leap's ability to continue in its mission of bringing these critical creative outlets back in the schools!

I hope we can count on you next year to help in some way to perpetuate this great event and continue to support the children.

Please visit the website to see photographs from this year's event. www.leap4kids.org

Thank you so much!

Dave Terry & Kim Teevan
Teevan Productions
Phone: 415-731-5539
Fax: 415-731-6794
Email: kteevan@pacbell.net

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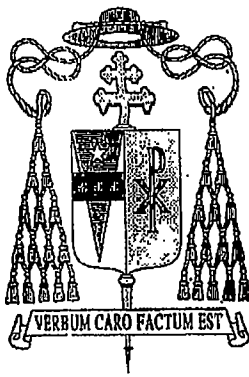
Dear Rosemary,

Thank you very much for supporting Children's Hospital Grateful Families and the Gala. With your help and KPIX CBS5's sponsorship, we were able to give the community a few of the real people who benefit from their experience at Children's. We're the grateful Families and we are glad that you helped us share our personal stories and profile some of Children's dedicated staff. We're also grateful that you have helped fund the Hospital's Center for Child Protection and Intensive Care Nursery - the beneficiaries of this year's Gala.

Sincerely,

Ed Mosley

Philadelphia – KYW, WPSG



KYW-TV

Archdiocese of Philadelphia
Office of the Cardinal
222 North 17th Street
Philadelphia, PA 19103-1299

April 29, 2005

Ms. Pat Ciarrocchi
KYW TV 3
101 S. Independence Mall East
Philadelphia, PA 19106

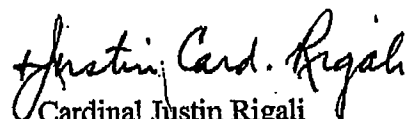
Dear Pat,

I am writing to express my gratitude for your coverage of the death of the Holy Father, Pope John Paul II. The communications media that you represent help the Church bring its message of love and solidarity to all people of good will.

Please know I appreciate the effort expended by yourself and KYW TV 3 to travel to Rome to cover the beautiful funeral Mass of Pope John Paul II and this momentous time in the life of the Church. While the work of covering such major events far from home must be challenging, it is my belief your reporting provided a great service to the people of the Philadelphia area.

Please accept my prayerful best wishes in all your endeavors.

Sincerely yours,


Cardinal Justin Rigali
Archbishop of Philadelphia



KYW-TV

*James C.
He!*

October 19, 2007

Michael Colleran
President & General Manager
CBS3
1555 Hamilton Street
Philadelphia, PA 19130

Dear Michael:

On behalf of World TeamTennis, the Elton John AIDS Foundation (EJAF) and ActionAIDS, I would like to take this opportunity to thank you for all of your support in making the 2007 Advanta WTT Smash Hits a great success!

The Pavilion on Villanova's campus was energized on October 10th as a packed crowd of over 4,200 people helped celebrate the Event's 15th anniversary by cheering Team Elton on to a 20-18 victory over Team Billie Jean. Players including Andy Roddick and Lindsay Davenport hit shots that surely made the highlight reels, and on-court antics like Corina Morariu standing on a chair to return 6'-9" John Isner's serve kept the fans entertained throughout the evening.

As a major stop on EJAF's annual fundraising calendar, Smash Hits has always strived to bring together the top players from both tennis and entertainment to participate under one roof for a very worthy cause. This year, over \$400,000 was raised for EJAF and a portion of the proceeds will stay in the local Philadelphia community and be distributed by ActionAIDS.

I greatly appreciate CBS3's contribution in helping us to achieve and surpass our goals. I hope that you and your guests enjoyed this year's Smash Hits and look forward to working with you again in the future in our continued fight against HIV/AIDS.

Sincerely,

Ilana Kloss
CEO, World TeamTennis

Thanks for all your tennis support!

Smash Hits
c/o World TeamTennis
1776 Broadway, Suite 600
New York, NY 10019
212-586-3444 // 212-586-6277 fax

24-hour Contact Center/Hotline
800-272-3900
www.alz-delawarevalley.org

Delaware Valley Chapter Headquarters
100 N. 17th St., 2nd Floor
Philadelphia, PA 19103

215-561-2919p
215-561-4663f

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Wilmington, DE 19805

302-633-4420p
302-633-4494f

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Marlton, NJ 08053

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KYW-TV

alzheimer's association™

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Beth A. Eichfeld, NHA

Adrienne Epstein

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Margery F. Farbman, ASID

Deborah Haugh, NHA

Morris J. Kaplan, Esq., NHA

Joseph T. Kenney, Esq., CPA

John B. Langel, Esq.

Carol F. Lippa, MD

Robert F. Marino

Walt Mateja, PhD

Mark G. Metzler, CPA

James A. Quigley

John R. Reiff

Cynthia Sharp Myers, Esq.

Carl S. Tarbell, NHA

Cary Wade Thomson, CEBS

Greg Tigani

President

Wendy L. Campbell

The official registration and financial information of Alzheimer's Disease and Related Disorders Association Delaware Valley Chapter may be obtained from the Commonwealth of Pennsylvania's Department of State by calling toll-free within Pennsylvania, 800-732-0999 and from New Jersey by calling the Attorney General of the State of New Jersey at 973-504-6215. Registration does not imply endorsement.

-- United Way Member Agency in Delaware

-- Member Community Health Charities of Pennsylvania

Michael A. Colleran

President/General Manager

CBS3/UPN57

101 S. Independence Mall East

Philadelphia, Pa 19106

Dear Mr. Colleran,

I wanted to take the opportunity to congratulate you on your new position as President/General Manager of CBS3 and UPN57.

The Alzheimer's Association Delaware Valley Chapter has been working closely with your station in the past year on a variety of programs and events. Last May, the station ran a weeklong series on Alzheimer's disease, which also featured a phone bank, manned by our Chapter's staff and volunteers. The phonebank yielded more than 200 calls.

In 2005, the station became the media partner for our Chocolate Symphony. With Joanne Calabria's wonderful cooperation, we organized a successful marketing strategy that included: television and radio PSAs with Larry Mendte; a live promotional event and ticket contest that aired on April 1st; website linkage; celebrity talent (including Steve Bucci) for our Reception at Ardrossan on May 1st; and donations for the events' silent auctions.

Larry was also an emcee at our Chocolate Symphony: *Spring Sensation* dinner on April 21st and his exceptional dedication to our cause and sincerity were evident to everyone in attendance. His enthusiasm and humor elevated the live auction portion of the evening to exceed our goal: we raised nearly \$12,000 on the auction alone! Larry should be commended for his emotional and touching address of the crowd, which included over 300 of our sponsors, volunteers, staff and community supporters.

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the compassion to care, the leadership to conquer

24-hour Contact Center/Hotline

800-272-3900

www.alz-delawarevalley.org

Delaware Valley Chapter Headquarters
100 N. 17th St., 2nd Floor
Philadelphia, PA 19103

215-561-2919p
215-561-4663f

Delaware Regional Office
2306 Kirkwood Hwy.
Wilmington, DE 19805

302-633-4420p
302-633-4494f

South Jersey Regional Office
3 Eves Drive, Suite 310
Marlton, NJ 08053

856-797-1212p
856-797-1818f

alzheimer's  association™

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We are appreciative of the ongoing collaboration with your station and look forward to working with you and your staff on more programs and events in the future.

I'd like to schedule a meeting with you, at your earliest convenience, to introduce myself and plan how we can best work together in 2005 and beyond. I will call your assistant in the next few weeks to schedule our meeting.

Again, congratulations on your leadership position for CBS3, a great station and a responsive community partner.

Sincerely,


Wendy L. Campbell
President

CC: Robert Fein
Larry Mendte
Joanne Calabria
Jennifer Coleman
Mark Roth
Russell Moore

Pg. 2 of 2

the compassion to care, the leadership to conquer



BOX 858 VALLEY FORGE, PA 19482 ■ 610-337-1000

FAX: 610-992-3254

KYW-TV / WPSG-TV

LON R. GREENBERG
Chairman and
Chief Executive Officer

*Joanne -
for the record - Thank
me*

February 28, 2007

Mr. Michael Collieran
President and General Manager
KYW TV, WPSG-TV
101 S. Independence Mall East
5th and Market Streets
Philadelphia, PA 19106

Dear Mr. Collieran:

I was delighted to learn that you have recently concluded your 2006 United Way Campaign! You've joined over 1,200 organizations and tens of thousands of individuals throughout Southeastern Pennsylvania who are sending a clear signal to the broader community that support of the United Way really matters.

I understand that Joanne Calabria from your organization worked with United Way staff and Loaned Executives to organize the employee campaign. Her effort and energy instilled in the campaign has laid the groundwork for future campaigns.

You will be hearing from Alba Martinez, President and CEO of United Way of Southeastern Pennsylvania, in the coming months to bring you up to date on the progress of the overall campaign. Until then, please know that, as Chairman of this year's campaign, I am personally grateful to you for your support!

Very truly yours,

Lon R. Greenberg
2006 Campaign Chairman
United Way of Southeastern
Pennsylvania

cc: Joanne Calabria

The Advertising Council Inc.

Peggy Conlon

President & CEO

October 31, 2007

Michael Colleran
President/General Manager
KYW-TV
1555 Hamilton St 6th Fl
Philadelphia, PA 19130

Dear Michael:

On behalf of the Ad Council's Board of Directors, I would like to thank you for KYW-TV's steadfast support of our PSAs. In 2006, your station demonstrated a remarkable commitment to public service by donating valuable and substantial airtime to the Ad Council's PSAs.

Your contribution enables the Ad Council to communicate public service messages that help raise awareness, change behaviors and ultimately, save lives. In appreciation, we have shed light on your wonderful support by mailing a letter to Congressman Brady (please see enclosed). This is one small gesture we do every year to thank those select TV stations who have demonstrated an exemplary commitment to our PSAs.

We are happy to report that in 2006, the media--TV, cable, radio, newspaper, magazine, online, alternative and outdoor--donated more than \$1.9 billion in time and space to our campaigns. It is only because of the collective and extraordinary generosity of stations such as KYW-TV that we can proudly report such an impressive amount.

Moreover, broadcasters such as yourself allow the Ad Council to continue to communicate vitally important messages to local communities across the nation. Your support has been essential whether it's our *Generous Nation* campaign, which motivates Americans to give more of themselves in the course of their daily lives, our childhood obesity campaign or our "Boost" campaign, which motivates students to stay in high school.

For 65 years, the Ad Council's mission has been to leverage the power of the media and advertising communities to create positive social change. KYW-TV's support and dedication to public service makes that possible and we are extremely grateful.

Should you have any questions or would like the Ad Council to send letters to any other Congressmembers in KYW-TV's viewing area, please contact Danna Kulzer, the Ad Council's Director of Nonprofit and Government Affairs at dkulzer@adcouncil.org or (212) 984-1905.

Kind Regards,



Peggy Conlon
President and CEO
The Advertising Council, Inc.



261 Madison Avenue, New York, NY 10016-2303 T: 212.984.1987 F: 212.867.7422 pconlon@adcouncil.org



Philadelphia Association of Black Journalists
P.O. Box 8232
Philadelphia, PA 19101
www.pabj.org

KYW-TV / WPSG-TV

June 17, 2005

Joanne Calabria, Comm. Director
CBS 3
101 S. Independence Mall East
Philadelphia, PA 19106

Dear Ms. Calabria:

On behalf of the Philadelphia Association of Black Journalists, I would like to thank you for your contribution of \$1000.00. CBS 3's sponsorship of our Banquet of Honors: Awards & Scholarship Ceremony on Saturday, June 11th helped us double our scholarship funding. It will also go toward future educational and community programming.

PABJ had an overwhelming response to the banquet. The room was packed with more than 200 guests and honorees in attendance. It was truly a memorable evening as we celebrated excellence and our history as the founding chapter of the National Association of Black Journalists. It was the first time PABJ has held such an event.

We are planning to make this an annual affair each June. Please keep us in mind for next year. If there's any way PABJ can assist you, please feel free to contact me. I can be reached at (215) 581-4490. You may also check out www.pabj.org in the coming days for pictures of the banquet and other information. Thank you for your support.

Sincerely,

Monique Oliver
Banquet Committee Chairperson
PABJ Vice-President, Broadcast

PABJ is a 501(c)(3) organization
pabj@pabj.org